IN THE CLAIMS:

This listing of claims below will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Original) An advertisement delivery/management system for delivering an advertisement according to priority on a viewer-by-viewer basis through a selected media, comprising:

advertisement delivery means for delivering advertisements to each of viewers through said media;

delivery management means for managing said advertisements to be delivered from said advertisement delivery means to each of said viewers, according to priority; and

an advertisement database for storing respective digital advertisement data of said managed advertisements,

wherein said delivery management means includes:

advertisement verification means for verifying the particularity of each of said managed advertisements; and

advertisement data change/update means for changing or updating said advertisement data stored in said advertisement database.

2. (Original) An advertisement delivery/management system as defined in claim 1, wherein said particularity of said managed advertisement is selected from the group consisting of a business category related to said managed advertisement, a product subject to said managed advertisement, and an advertiser of said managed advertisement, wherein said advertisement verification means is operable to verify whether said particularity fulfills the requirement of a program intended to insert said managed advertisement or the requirement of a currently accessing program provider.

3. (Original) An advertisement delivery/management system as defined in claim 1, wherein said particularity of said managed advertisement is a program or program type in which the insertion of a managed advertisement is rejected by an advertiser of said managed advertisement, wherein said advertisement verification means is operable to verify whether a program intended to insert said managed advertisement falls within said rejected program or program type.

4. (Amended) An advertisement delivery/management system as defined in claim 1 ~~or 2~~, wherein said particularity of said managed advertisement is the digital data form of said managed advertisement, wherein said advertisement verification means is operable to verify whether said advertisement delivery means has said digital data in a deliverable form.

5. (Amended) An advertisement delivery/management system as defined in ~~either one of claims 1 to 3~~ claim 1, wherein said particularity of said managed advertisement is the digital data form of said managed advertisement, wherein when said advertisement verification means verifies that said advertisement delivery means has said digital data in a plurality of forms, said advertisement verification means is operable to determine which digital data should be delivered.

6. (Amended) An advertisement delivery/management system as defined in ~~either one of claims 1 to 5~~ claim 1, wherein said particularity of said managed advertisement is a broadcast right granted to said managed advertisement, wherein said advertisement verification means is operable to verify whether said granted broadcast right covers the delivery condition of said advertisement delivery means, said delivery condition including at least one selected from the group consisting of delivery mode, period of delivery, area of delivery, subject of delivery, content of delivery service, time zone of delivery, and age restriction of viewers.

7. (Amended) An advertisement delivery/management system as defined in ~~either one of claims 1 to 6~~ claim 1, wherein said particularity of said managed advertisement is the run time of the digital data of said managed advertisement, wherein said advertisement verification means is operable to verify whether said run time falls within the range of the time-period of an advertisement frame intended to insert said managed advertisement.

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8. (Amended) An advertisement delivery/management system as defined ~~in either one of claims 2 to 7~~ claim 2, wherein said advertisement data change/update means is optionally operable to change or update the advertisement data of said managed advertisement during said verification.

9. (Amended) An advertisement delivery/management system as defined in ~~either one of claims 1 to 8~~ claim 1, wherein when said delivery management means judges that the delivery of said managed advertisement is to be authorized or unauthorized, in accordance with the result of said verification or determination from said advertisement verification means, said advertisement data change/update means is operable to assign a given coefficient determined depending on the result of said judgment to each of said authorized and unauthorized advertisements as a weighting coefficient.

10. (Original) A method for delivering an advertisement according to priority on a viewer-by-viewer basis from advertisement delivery means through a selected media, comprising the steps of:

  delivering advertisements to each of viewers through said media;

  managing said advertisement to be delivered to each of said viewers, according to a given priority; and

  storing respective digital advertisement data of said advertisements,

  wherein said managing step includes the steps of:

    verifying the particularity of each of said managed advertisements; and

    changing or updating said advertisement data stored in said advertisement database.

11. (Original) The method as defined in claim 10, wherein said particularity of said managed advertisement is selected from the group consisting of a business category related to said managed advertisement, a product subjected to said managed advertisement, and an advertiser of said managed advertisement, wherein said verifying step includes verifying whether said particularity fulfills the requirement of a program intended to insert said managed advertisement or the requirement of a currently accessing program provider.

12. (Amended) The method as defined in claim 10 ~~or 11~~, wherein said particularity of said managed advertisement is a program or program type in which the insertion of a managed advertisement is rejected by an advertiser of said managed advertisement, wherein said verifying step includes verifying whether a program intended to insert said managed advertisement falls within said rejected program or program type.

13. (Amended) The method as defined in ~~either one of claims 10 to 12~~ claim 10, wherein said particularity of said managed advertisement is the digital data form of said managed advertisement, wherein said verifying step includes verifying whether said advertisement delivery means has said digital data in said deliverable form.

14. (Amended) The method as defined in ~~either one of claims 10 to 13~~ claim 10, wherein said particularity of said managed advertisement is the digital data form of said managed advertisement, wherein said verifying step includes, when said advertisement delivery means has said digital data in a plurality of deliverable forms, determining which digital data should be delivered.

15. (Amended) The method as defined in ~~either one of claims 10 to 14~~ claim 10, wherein said particularity of said managed advertisement is a broadcast right granted to said managed advertisement, wherein said verifying step includes verifying whether said granted broadcast right covers the delivery condition of said advertisement delivery means, said delivery condition including at least one selected from the group consisting of delivery mode, period of delivery, area of delivery, subject of delivery, content of delivery service, time zone of delivery, and age restriction of viewers.

16. (Amended) The method as defined in ~~either one of claims 10 to 15~~ claim 10, wherein said particularity of said managed advertisement is the run time of the digital data of said managed advertisement, wherein said verifying step includes verifying whether said run time falls within the range of the time-period of an advertisement frame intended to insert said managed advertisement.

17. (Amended) The method as defined in ~~either one of claims 11 to 16~~ claim 11, wherein said changing or updating step includes changing or updating the advertisement data of said managed advertisement during said verification.

18. (Amended) The method as defined in ~~either one of claims 10 to 17~~ claim 10, wherein said changing or updating step includes, when the delivery of said managed advertisement is judged as authorized or unauthorized in accordance with the result of said verification or determination from said advertisement verification means, assigning a given coefficient determined depending on the result of said judgment to each of said authorized and unauthorized advertisements as a weighting coefficient.

19. (Original) An advertisement delivery/management system for delivering an advertisement according to priority on a client-by-client basis through a selected media, comprising:

advertisement-delivery priority management means for determining a priority-determining coefficient of an advertisement for a specific client;

advertisement-authorization management means for determining an authorization coefficient of said advertisement for said specific client; and

advertisement delivery means for delivering said advertisement to said client through said media, said advertisement delivery means being operable to determine an advertisement delivery schedule in accordance with said priority-determining coefficient determined by said advertisement-delivery priority management means and said authorization coefficient determined by said advertisement-authorization management means, and to deliver said advertisement to said client through said media in accordance with said determined advertisement delivery schedule.

20. (Original) A method for delivering an advertisement according to priority on a client-by-client basis through a selected media, comprising the steps of:

determining a priority-determining coefficient of an advertisement for a specific client;

determining an authorization coefficient of said advertisement for said specific client;

determining an advertisement delivery schedule in accordance with said determined priority-determining coefficient and said determined authorization coefficient; and

delivering said advertisement to said client through said media in accordance with said determined advertisement delivery schedule.

21. (Original) An advertisement delivery/management system for delivering an advertisement according to priority on a client-by-client basis through a selected media, comprising:

advertisement-designation detect means for detecting whether an advertisement frame designates a specific advertisement;

designated-advertisement priority determination means for determining the priority of a designated advertisement when said designated-advertisement detect means detects one or more advertisement designations;

spot-advertisement priority determination means for determining the priority of a spot advertisement when said advertisement-designation detect means detects no advertisement designation in said advertisement frame; and

advertisement delivery means for delivering said advertisement to said client through said media in accordance with said authorization coefficient determined by said advertisement-authorization management means, and either one of the priorities determined by said designated-advertisement priority determination means and spot-advertisement priority determination means.